



Date: July 17, 2006
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending July 15, 2006

This *City Report* highlights various activities for the week ending July 15. Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using *Citywide Focus Areas* to organize our weekly activities. These Focus Areas are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services.

It is our hope that this new framework will improve our ability to communicate information about the services we provide to both the City Council and the community. Please feel free to contact my staff should you have any questions.

75th ANNIVERSARY - LONG BEACH SEA FESTIVAL

Focus: Leisure, Culture and Education

City Manager

The 75th Anniversary of the Long Beach Sea Festival includes the exciting **Dragon Boat Festival**. Next weekend, an estimated 5,000 fans-a-day will cheer during races that feature magnificently decorated canoes/Dragon Boats whose occupants paddle to the beat of a traditional drum. This two-day festival features numerous colorful displays reflecting the old culture of some of Long Beach's residents from Southeast Asia. More than 100 teams from the U.S., Canada and Taiwan will race. The event is **July 29**, 9:30 am to 5:00 pm, and **July 30**, 9:00 am to 3:30 pm, Marine Stadium, 5255 Paoli Way. It is free to spectators. For more information, please call Dr. Howard Chen at 626.288.2888.

Enjoying Sea Festival Last Week

- An estimated 1,500 people watched the Sea Festival's *Noah Kalama Outrigger Sprint Regatta* boat race from the Belmont Plaza Pool to the Granada Avenue Launch Ramp on July 8.
- Thousands of people watched hundreds of participants in the Sea Festival's *Annual Long Beach/Catalina Island Water Ski Race* on July 8 and the *Inaugural Long Beach/Catalina Jet Ski Race* on July 9.
- Approximately 2,500 people watched the 200 competitors in the Sea Festival's 75th Anniversary *Offshore Power Boat Race* that was held off the coast of Long Beach on July 9.
- More than 1,000 people watched *Dr Seuss, The Cat in the Hat* at Scherer Park on July 10, College Estates Park on July 12, and at Wardlow Park on July 14. The event is part of the *Movies in the Parks* series sponsored by Signal Hill Petroleum as part of the Long Beach Sea Festival.

UPCOMING EVENTS AND PROJECTS

City Manager

Long Beach Cares: Long Beach, CA Helping Long Beach, MS.

Last August, Hurricane Katrina sent waves as high as 30 feet slamming into Long Beach, Miss., a city of about 17,000. Many buildings, including the entire Downtown and City Hall, were destroyed. Damage was so extensive that the water and sewer system has yet to be repaired. The Long Beach City Council responded through the creation of *Long Beach Cares: Long Beach, CA Helping Long Beach, MS.*

You can see the extent of the damage in Long Beach, MS and find out more about the *Long Beach Cares* campaign by watching a streaming video available at www.longbeach.gov.

Also, as a part of the Long Beach Cares campaign, a Monday evening lecture series is being held at the Aquarium of the Pacific. The **July 24** lecture topic is: *The Multiple Dimensions of Disaster Preparedness, Response and Rebuilding—Why Are We Such Slow Learners?* David McKinnie, Coordinator, NOAA Indian Ocean Tsunami Warning System Program, and Dr. Gavin Smith, Director, Office of Recovery and Renewal, Mississippi Office of the Governor, will speak. A \$7 donation is suggested, and all donations will go directly to Long Beach, MS, to assist in its rebuilding efforts. Lectures begin at 7:00 p.m. Pre-paid reservations are required: Call 590.3100, ext. 0. For more information on up-coming lectures, please visit www.longbeachcares.org.

Focus: Environment

Harbor

The Port of Long Beach hosted a public workshop on the draft San Pedro Bay Ports Clean Air Action Plan (Plan) on July 12. Developed by the Ports of Long Beach and Los Angeles in partnership with federal, state and local regulatory agencies, the sweeping Plan aims to cut air pollution from port-related sources by 50 percent or more in five years. The workshop was one of four hosted by the two ports; upcoming workshops will be held on **July 19** at Cesar Chavez Park, 401 Golden Avenue, and **July 25** at Peck Park, 560 North Western Ave. in San Pedro.

MAJOR WEEKLY HIGHLIGHTS

Focus: Business and Economic Assistance

Financial Management

On Saturday, July 8, approximately 200 community members, elected officials, and senior City management participated in the Fourth Annual Budget Summit: *Community Voices, Budget Choices*, to preview the City Manager's Fiscal Year 2007 Proposed Budget. The City Manager's recommended strategies to eliminate the structural deficit and to make key investments in priority service areas were presented. Department Directors talked directly with participants about significant issues, and the services the community can expect in the coming year.

Focus: Neighborhoods and Housing

Financial Management

With a 12.6 percent growth rate in 2005, property values in Long Beach experienced the highest growth rate among the top ten Los Angeles County cities with the highest property values, according to the Los Angeles County Assessor's preliminary Annual Report (Report). According to the Report, which was issued July 11, the total assessed value of residential and business property in the City of Long Beach was worth \$38.6 billion as of January 1, 2006, up from \$34.3 billion reported for 2005.

MAJOR WEEKLY HIGHLIGHTS (continued)

Focus: Neighborhoods and Housing

Community Development

One hundred and thirty program participants and alumni participated in the Eighth Annual Neighborhood Leadership Conference sponsored by the Neighborhood Leadership Program (NLP) on July 8. The conference featured a community resource fair with 15 exhibitors from various community organizations and City departments. NLP is a nationally recognized multi-lingual, multi-cultural program and has been a collaborative effort between the City of Long Beach and the National Conference for Community and Justice for the past 11 years. For more information, call 570.1010 or contact Francisco.Rodriguez@longbeach.gov.

Focus: Utilities

Long Beach Gas & Oil, Gas Services Bureau

In June, the Southeast Resource Recovery Facility (SERRF), owned by the City of Long Beach in conjunction with the County Sanitation Districts, had the best monthly production output since SERRF began its operations in July 1988. SERRF sold 22,212,000 kilowatts of electricity to Southern California Edison Company. This sale beat the previous record by more than 110,000 kilowatt-hours.

UPCOMING EVENTS AND PROJECTS

Focus: Leisure, Culture and Education

Parks, Recreation and Marine, Maintenance Operations Bureau

The 2006 Long Beach Golf Festival will hold the Long Beach Open Amateur Qualifying on **Wednesday, July 19**, at Recreation Park 18 Golf Course. For more information, please visit www.lbgolffestival.com.

Focus: Community Safety

Police

Residents and business owners are invited to a summer safety fair and open house at the West Division Police Station, 1835 Santa Fe Ave., on **Saturday, July 22**, from 10:00 a.m. to 2:00 p.m. Attendees can meet City leaders as well as neighborhood and business association representatives, take a guided tour of the West Substation, view police equipment and vehicles, listen to *Herbie the Talking Police Car*, shake paws with *McGruff the Crime Fighting Dog*, and have children fingerprinted by LBPD Explorers. For more information, please contact Jose Vasquez at 570.3461.

Library Services

As part of a continuing series on health, the Main Library will sponsor a lecture on *Cancer Prevention* on **Saturday, July 22**, at 3:00 p.m. A lecture on *Help with Arthritis*, highlighting various alternative treatment options, will be held on **Saturday, July 29**, at 3:00 p.m.

Fire

LBFD Lifeguards Celebrate 100 Years of History & Innovation. Past and present Long Beach Lifeguards will be honored aboard the Queen Mary on **July 22**, 6:00 p.m., with activities on three decks. For tickets, visit www.LongBeachLifeguard.com or contact the Long Beach Lifeguard Association, Centennial Celebration, at 438-5124.

UPCOMING EVENTS AND PROJECTS (continued)

Focus: Health and Human Services

Health and Human Services

Long Beach Animal Control and the spcaLA will host a low-cost vaccination clinic on **Saturday, July 22**, 10:00 a.m. to 3:00 p.m., at the P.D. Pitchford Companion Animal Village, 7700 E. Spring St. In addition to vaccinating pets, animal owners can purchase or renew dog licenses and have pets micro-chipped. For more information, call 570.7387.

Focus: Neighborhoods and Housing

Planning and Building, Community Development

The Redevelopment Agency has completed a Draft Environmental Impact Report (DEIR) for the Shoreline Gateway Project, located at the northwest corner of Ocean Blvd. and Alamitos Ave., and the DEIR is now available for public review. The Redevelopment Agency Board Meeting will hold a special study session on the DEIR on **Monday, July 24**, 9:00 a.m., in City Council Chambers. Public comment will be received until August 14, 2006. For more information, please visit www.longbeach.gov.

AWARDS and SPECIAL RECOGNITION

Focus: Leisure, Culture and Education

Library Services

The Long Beach Public Library Foundation's citywide *Long Beach Reads One Book* reading program was featured in an informational packet sent to libraries statewide to promote the use of the book *My California: Great Journeys by Writers*. According to the California Arts Council, "The Foundation developed ways to collaborate with many different community groups, businesses and City departments to create a truly exemplary week of events that provided their community with many opportunities for individuals and neighborhoods to define their identity, celebrate their sense of place, explore their idea of California, express themselves, and just have fun."

WEEKLY NEWS

Focus: Neighborhoods and Housing

Community Development, Neighborhood Services Bureau

Residents and business owners collected more than 60 tons of trash and debris from their neighborhoods during eight recent neighborhood cleanups. Neighborhood cleanup events improve the physical appearance of neighborhoods and provide participants with a feeling of accomplishment and pride in their community. Contact James.Osgood@longbeach.gov to arrange a cleanup in your neighborhood.

Focus: Neighborhoods and Housing

Community Development, Neighborhood Services Bureau

Approximately 25 commercial business and property owners attended a recent Phase II of the 4th Street Commercial Corridor Improvement Program to learn about City programs and services that could be utilized to improve their business. The Phase II project elements include commercial business fronts along 4th Street, from Cherry Avenue to Redondo Avenue. Contact Francisco.Rodriguez@longbeach.gov for details.

WEEKLY NEWS (continued)

Focus: Leisure, Culture and Education

Parks, Recreation and Marine, Golf Operations

The *Little Linksters* golf camp started its first session on July 10 at Heartwell Junior Golf with 40 participants. Recreation Park 9 Golf Course is currently running weekly camps for junior golfers. The registration fee for junior golfers, ages 5-17, is \$150. Each attendee will receive 16 hours of instruction, four rounds of golf, four lunch meals, golf balls, and certificates.

Parks, Recreation and Marine, Community Enrichment Programs Bureau

More than 570 people listened to the Irish folk group, *The Fenians*, in the gardens at Rancho Los Cerritos on July 9. Volunteers from Friends of Rancho Los Cerritos greeted visitors, provided tours and helped with parking.

Focus: Business and Economic Assistance

Parks, Recreation and Marine, Special Events and Filming Bureau

NBC Las Vegas, with a cast and crew of 150, filmed a TV show *Las Vegas* at Club V20 and at the Long Beach Convention Center on July 10.

Mo Villa Productions, with a cast and crew of 450, filmed a TV show *Entourage* at the Queen Mary and Pine Avenue Pier from July 12-14.

Focus: Transportation and Infrastructure

Parks, Recreation and Marine, Maintenance Operations Bureau

Beach Maintenance staff monitored and repaired berms as needed during the high tide event peaking at 6.8 feet on Monday and Tuesday nights, July 10 and 11.

Focus: Utilities

Long Beach Gas & Oil, Oil Properties

Recently, the U.S. Department of State Foreign Press Center in Los Angeles and the Department hosted a discussion about the ongoing oil production in Long Beach, and coordinated a tour of the Wilmington Oil Field for journalists from the Middle East. The journalists represented various print news agencies from Algeria, Jordan, Morocco, Kuwait, Saudi Arabia, Syria, and Tunisia. The highlight of the discussion was a dialogue among representatives from the City, the State and private industries about producing oil in an urban setting, while focusing on the protection of the environment.

Focus: Utilities

Long Beach Gas & Oil, Gas Services Bureau

Staff completed a total of 2,395 service calls. This total included 767 gas and Water Utility Turn Ons, and 700 Turn Offs. During this period, 785 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 143 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 261 emergency phone calls that resulted in 71 emergency orders being sent out.

July 17, 2006

Page 6

WEEKLY NEWS

Street Construction Report

Water Department, Sewer & Sewer Lift Station Modifications

Contact: 570.2323

Magnolia Ave: Between Broadway Ave. and Ocean Blvd.

Estimated completion: Mid-July

Public Works, Street Improvements

Contact: 570-5160

Redondo Ave: Ocean Blvd. to Second St.

Estimated completion: Mid-July

Public Works, Traffic Signal Improvements

Contact: 570-5160

Long Beach Blvd: Wardlow Rd. to North City Limits

Estimated completion: November

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Gateway West area: Between Maine Ave. & Pacific Ave.
Between 6th St. & 3rd St.

Estimated Completion: Late-July

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Pine Ave: Between 2nd St. & 7th St.

Alley west of Pine Ave: Between 2nd St. & 7th St.

Estimated Completion: Late-July

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Molino Ave: Between Broadway and the alley south of Second St.

Estimated Completion: Late-July

GRM: KP: arc

cc: Mayor-elect Bob Foster
Councilmember-elect Gary DeLong
Councilmember-elect Gerrie Schipske
Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Government Affairs Manager
Jyl Marden, Assistant to the City Manager